

## Number of satisfied customers continues to rise

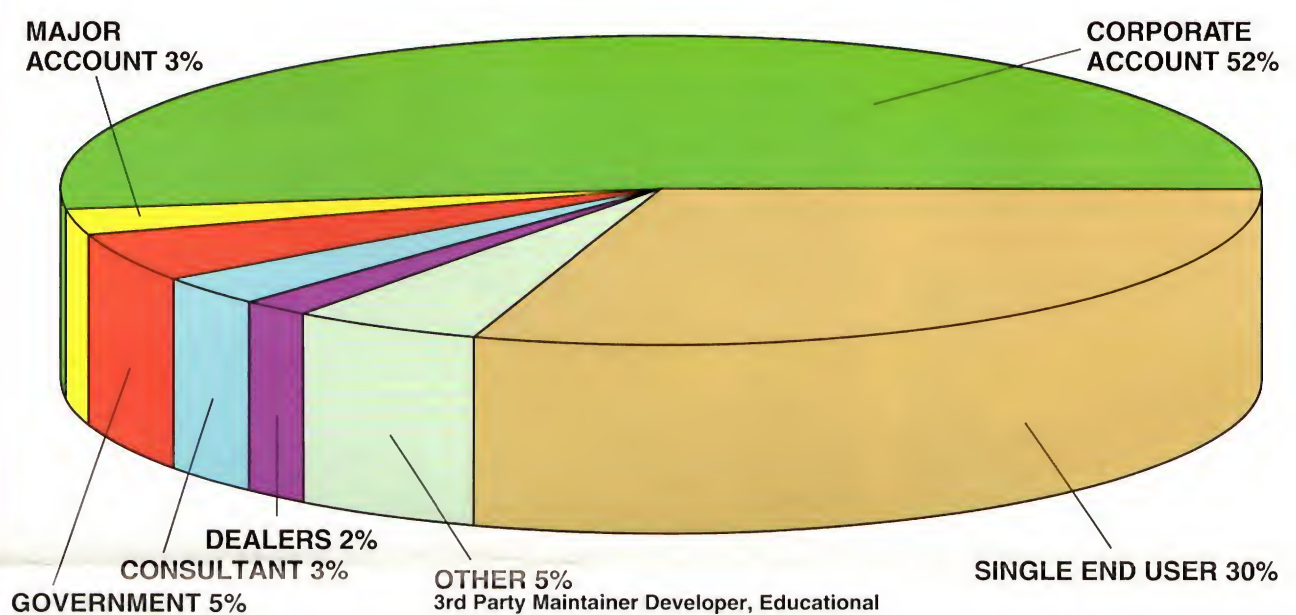
Since it opened in March, the Compaq Customer Support Center has handled around 50,000 calls – almost all resulting in satisfied customers.

More than half the calls to the hotline come from corporate accounts, with individual end users making up another 30 percent of the calls. The center averages 789 calls per day.

The most frequent question area is third party hard drives. Other topics customers need information about are memory and COMPAQ software upgrades, configurations, user programs, Microsoft Windows, Novell and COMPAQ modems.

Many Compaq customers sing the company's praises after seeking and receiving help from Customer Support hotline representatives. Recent comments include, "Compaq is really opening up to its customers," "You have a fine staff assisting the public and I am happy that I purchased COMPAQ units. I can see why I spent a little bit of extra money. It is well worth the fine and extra service and attention that you folks give" and "This experience has proven to me that your concern and commitment continues long after the sale is made."

### Compaq Customer Support Center Distribution of Callers



Questions from corporate accounts make up the majority – 52 percent – of calls to the Compaq Customer Support Center. Single end users make up 30 percent.

### Other sites to follow

## Erskine's quality achievement keeps market door open

PEGGY DUYKA  
*Corporate Quality*

Compaq Erskine's certification to quality assurance standards has ensured a free flow of products into global markets.

Facing a possible loss of sales over the requirement for a recognized quality system, Erskine satisfied its customers' requests by gaining ISO 9002 certification on its first full assessment in May.

"The dedicated people of Erskine made everyone in Compaq proud," said Murray Francois, Senior Vice President, Corporate Quality and Materials. "Erskine took the first step – a big step – in the Company's global certification program."

Erskine was the first Compaq facility to reach this quality assurance milestone. Similar projects are under way at manufacturing sites in Singapore and Houston, and in the service operations at Houston and Stirling, Scotland.

And that's good news for Compaq, because failure to certify in the near future could result in loss of sales.

#### ISO 9002?

ISO 9000, Part 2, or simply ISO 9002, is one in a series of five international standards for quality manage-

ment systems and quality assurance. The name, ISO, stands for the International Standards Organization.

Specifically, ISO 9002 is a quality system standard for businesses confident that their product quality can be demonstrated during production and installation.

More and more solicitors from government agencies are encouraging the use of ISO compliance as a standard for procurement.

Francois Hubert, Director of Procurement Operations for Supply and Services of Canada, said his government intended to solicit business only from manufacturers on a Quality Assessment Program Registration List.

"It is the intent of the federal government to procure only from manufacturers listed with the Canadian General Standards Board for all computer solicitations," Hubert said.

#### A Compaq commitment

Greg Watson, Compaq Director of Corporate Quality, said the Canadian government accepted the aggressive registration schedule Compaq submitted as evidence of the company's commitment to compliance.

"We are currently keeping the doors

open for flow of products into Canada through a letter of intent to certify our domestic manufacturing operations," Watson said.

The 12-nation European Community (EC) will remove most barriers to the free movement of goods, services, people and capital by the end of next year. A report by the U.S. Department of Commerce estimated open borders will create a "single, \$4 trillion market of 320 million consumers."

Since 1985, when the EC renewed its interest in eliminating tariffs among member states, other countries also have analyzed, recognized and adopted international standards. Some 90 countries today accept ISO 9000 certification as their quality standard.

#### Certification critical

John Dolan, Managing Director of Compaq Computer Manufacturing Ltd. in Scotland, said certification was critical to the operation's continued success.

"We have within Compaq a comprehensive, quality-based culture. Our reputation for quality is very high in the industry, and this certification of our quality assurance system reassures present and future customers of the

*continued on page 2*



*See inside  
for a focus  
on Compaq  
facilities*

## Erskine's quality achievement keeps market door open wide

*continued from page 1*

continuing quality of our products," he said.

David Cameron, Erskine's ISO 9000 Project Manager, led the year-and-a-half effort with "plant-wide involvement."

An independent certification body, the British Standards Institution (BSI), on June 27 awarded Dolan the coveted certificate of registration to both the ISO 9002 standard and the identical British Standard 5750.

"The wrapping paper on a box is the BSI certificate, but what's important is what's inside that box. That is, the people and the processes," said Cameron.

### The Compaq way

Most companies implement quality systems through a centralized quality group devising a plan and handing it to employees to integrate. Compaq Erskine did it differently. Erskine turned to its employees for system design and integration.

"We strongly believe in giving people the power, the information and the tools to define and pursue their own destiny in alignment with our business direction," said Pat Quinn, Erskine's Quality Engineering Manager.

Bob Vieau, Senior Vice President, Manufacturing, called ISO 9002 "a natural development of our quality philosophy."

Watson added: "The concept of quality teamwork is central to the approach we've taken within Compaq. Complying with the standard means we now, as entire operation teams, have established and documented procedures, and are practicing those procedures."

Quality assurance covers much more than manufacturing. The components of the quality system audited by BSI included the organizational structure, responsibilities and all business

processes and procedures implementing quality management. In other words, the entire Erskine operation was closely assessed.

Cameron said the certification project allowed Erskine's employees to stand back, analyze and improve our processes. "Every employee has a responsibility to influence processes, and to achieve quality and customer satisfaction," he said. "Within our quality environment, we simply defined that responsibility."

BSI first visited Erskine in January 1990. Consultants audited Erskine in April 1990 and offered advice about what needed to be done.

### Attitude adjustment

Cameron and the quality teams went to work correcting and improving systems and documentation. In mid-1990, BSI reviewed the new Erskine quality manual and the facility's scope of registration. Training, documenting, auditing and implementing the quality system continued into April 1991 when BSI performed a pre-assessment audit.

The full assessment was made in May, and BSI's recommendation for certification resulted.

Dolan said the ISO 9002 implementation strategy focused on supporting Compaq business objectives and people development.

"This strategy was key to the success of registration. This strategy also provided a basis for continuous improvement throughout our business operations. Benefits can be quoted from all areas of our operations," he said.

Added Cameron: "The project bridged the gap between reality and perception of how things were operating."

Watson said he anticipates the independent certification assessment process will be well under way for all manufacturing by the end of the year.

## Compaq honors first ASE graduate



*Jim Maher recently had the distinction of being named the first Compaq Accredited Systems Engineer (ASE). He works for TCBC/Info Systems in Wilmington, Delaware. ASEs, who work for Authorized Dealers, will assist users of Banyan VINES, Microsoft LAN Manager, Novell NetWare and SCO UNIX in Compaq-based networks. Compaq and the software partners cross-train and certify the ASEs. ASEs must requalify for the designation every year. Pictured are, from left, Sid Lloyd, Engineering Sales Support, Dealer Programs Manager; Paul Burkett, Director, Systems Engineering; Maher; and Kevin Dolan, National Manager, Engineering Sales Support.*

## Thanks to entrants

Thanks to everyone who sent in their response cards from the June *Inside & Out*. The 10 winners of the drawing of response cards are: Mike Chaky, CCA10; Linda Crawford, CW11; Angie Cruz, CCM3; Nancy Donnelly, CCM6; Jennifer Harper, CCA13; Kelley Laniger, CCA12; Jackie Lynch, CCM1; Sue Mailhot, CCA12; Elizabeth McLane, CCA6; and Linda Rudd, CCA12.

These lucky winners won a Compaq sports bag.

Congratulations and thanks for entering!

Don't forget to send in your card from this month's issue!

*Story idea for Inside & Out? Send it to Inside-Out Suggestion @ Corp Rel @ Mkt Hou on the Banyan network (under Suggestion on popnames) or mail code 120703.*

## IM Service Center provides 'one-stop shopping'

Many services are just a phone call away from the Compaq Information Management Service Center in Houston. The number is 713-374-1468 and the bmail address is ImService Center@Info SrvC@Im Hou. The following are some of the new services available:

- **Pagers** – The cost of a local pager is \$8.95 per month. If a pager is lost, \$159.95 will be charged to the employee's cost center. For repairs, batteries, lost pagers, name change or cost center changes, call the IM Service Center.

A Skypager that can be used when traveling out of state costs \$45 per month with a connection fee of \$20. The charge for a lost Skypager is \$229.95.

A request for either type of pager requires a cost center manager's approval. For quick service, the manager may bmail the request, along with the cost

center number and name of the person who will use the pager, to the Service Center.

When calling about a pager, press 1, then 2, at the prompt.

- **Telephone credit cards** – If your job requires travel or long-distance phone calls from home after working hours, you may be eligible for a telephone credit card. This requires a Communications Service Request form with a cost center manager's approval, and a monthly call detail report will be distributed to the manager.

Press 1, then 1 again, at the prompt for information about telephone credit cards.

- **Internal directories** – For a name change, call your HR representative; for a mail code change, call the Mail Room at 320-3100. If your extension or room number changes, call the Service

Center and press 1, then 4, at the prompt.

- **Southwestern Bell White and Yellow Page directories** – These are available upon request and should be used when possible to avoid the cost of directory assistance. Call the Service Center and press 1, then 4, at the prompt to request a directory.

- **Fax information** – The corporate fax number is 374-1740. This number can be used if the department fax is unavailable.

The IM Service Center does not provide fax repair. Call 1-800-FAST-FIX for an outside vendor. The cost center is responsible for any repair charges.

For more information on fax machines, call the Service Center and press 1, then 3, at the prompt.

- **Cellular phones** – Cellular phones may be checked out daily for up

to seven days and should be used for business purposes only. At the prompt, press 1, then 2, for information.

### Ensure prompt service

For quick service, call the IM Service Center at 374-1468 and press the following numbers at the prompt.

- 1 – telephone credit cards, pagers, cellular phones, fax information, internal directory changes and Southwestern Bell directory requests.
- 2 – open ticket status.
- 3 – PC or printer service.
- 4 – Telephone, modem line, direct connects, LAN or software service requests, problems, HP status or general IM questions.

**Building A  
Productive  
Environment**

# COMPAQ FACILITIES

## A worldwide commitment to a quality environment

A creative, productive, environmentally-sound workplace – that was the goal for the first Compaq-built facility in 1984.

That philosophy remains the priority for all Compaq facilities worldwide. On three continents, Compaq facilities are designed to serve the needs of employees and protect the environment. Before buildings are designed, intensive studies of employee needs and environmental considerations are conducted. The result? Even the Houston headquarters, housing approximately 9,000 employees in more than 20 buildings, features attractive, efficient buildings nestled among native trees in a park-like atmosphere.

### A natural setting in Houston

On wooded sites, every effort is made to preserve the natural landscape. Multi-storied parking garages are built to avoid cutting down trees for parking lots. Also, roads planned and built by Compaq wind through the trees, leaving as many standing as possible.

When trees must be removed, many are replanted in other areas of the site.

The park-like atmosphere even extends indoors. Manufacturing buildings, for example, are extensively landscaped with numerous plants to provide a pleasant setting for meeting,



Comfortable settings abound within Compaq manufacturing plants.



Distinctive architectural elements – vaulted ceilings and arched windows – are used in Compaq buildings worldwide.

eating or just resting. Food service is available for all employees at convenient locations throughout Compaq buildings.

Building designs make the most of the surroundings. Windows and glass walls abound in most buildings, taking advantage of natural light and the pleasant setting.

A network of jogging trails winds through the Houston campus. Shower and locker facilities are also located conveniently for part-time athletes. For those who want to enjoy the outdoors during breaks or lunch, picnic tables are located throughout the campus.

A 36-acre (14.4-hectare) lake and recreation area in Houston are open to employees and their families for weekend outings. Facilities are available for boating, fishing, volleyball,

horseshoes and more. During the week, the area is available for departmental picnics and informal meetings.



A recreation area is available to Compaq employees and their families for weekend outings and has a 36-acre lake.

### An open environment

What happens inside the buildings is important too, so all the facilities are designed to encourage communication. Many open areas, such as



Open areas encourage communication among employees.

elevator lobbies located between buildings and manufacturing break areas placed between factory floors and office areas, make interaction natural. Conference rooms and multi-purpose areas are readily available on each floor.

## Flexibility

In the company's fast-paced, continually changing business environment, it is important that facilities be flexible, reliable, and easily modified — allowing the company to get the most value for its money.

All the buildings are designed to be as multi-functional as possible. Interior walls in offices can be easily moved and rearranged. Office furniture, all of the same brand and appearance, is easily moved and reused. Some buildings, such as the Houston Conference Center, though dedicated to specific functions, are still highly versatile.

Company manufacturing facilities are designed to be multi-purpose — from computer assembly and testing to component inspection. Manufacturing space is often reconfigured to

meet changing needs without major structural changes.

To ensure reliability, electrical and mechanical systems have backup capability and all cables are underground so weather conditions are less likely to interrupt electrical service.

## Transportation

Because of the size of the Compaq main campus, transportation for both employees and visitors is a major consideration. Much effort goes into making it convenient for employees and visitors to get from building to building and from home to work.

A secure, weatherproof elevated "spine," or walkway, system connects most Houston buildings — office buildings, factories and parking garages — at headquarters.



The Houston Conference Center accommodates meetings of all sizes with its central meeting room for large groups surrounded by smaller meeting rooms.



A shuttle bus system with convenient stops at all buildings also allows for easy travel between buildings.

# Headquarters and i

The company's headquarters, Compaq Center in the suburbs of northwest Houston, consists of 1,000 (400 hectares) acres divided into four campuses. Manufacturing, administration and distribution functions, as well as other support functions, are all presently housed in the 250-acre Compaq Center. Another 744 acres is currently in development following two years of environmental surveys and land planning.

Compaq also has built several international sites. The company owns manufacturing facilities in Scotland and Singapore and currently is designing and constructing a distribution center in Holland and a sales and marketing office in Spain.

## Compaq Central Campus

Compaq Central was, in 1984, the first portion of the site to be developed. The 55-acre (22-hectare) area includes three four-story administration buildings (CCA1, 2 and 3), two manufacturing facilities (CCM1 and 2) and four parking garages. An employee credit union is located across Compaq Center Drive from these buildings.

## Compaq Center West

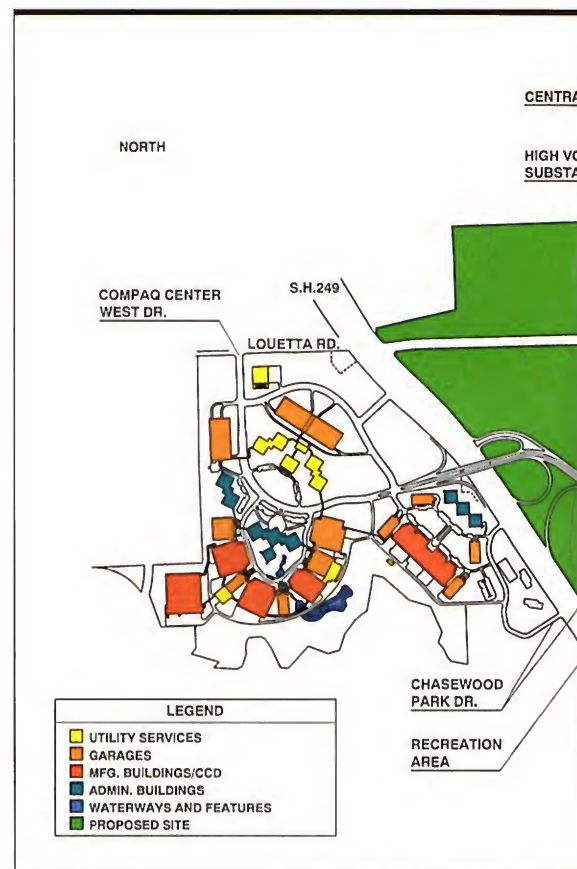
The company quickly outgrew the Central Campus. In 1986, development of the 95-acre (38-hectare) Compaq Center West began. Three eight-story office buildings (CCA4, 5 and 6) — featuring improvements made to design elements developed during the planning of the Central Campus — were built on the West Campus. Located in the southwest quadrant of the site, this campus also contains four factories (CCM3, 4, 5 and 6), four parking garages, the Conference Center, the Distribution Center, Central Plant West, a mechanical lab and a chemical building. Although this complex was designed to accommodate the company's growth through 1991, it was fully occupied by mid-1989.

## Compaq Center North

Occupancy of the 95-acre (38-hectare) Compaq Center North began in late 1989. It has seven eight-story office buildings (CCA7, 8, 9, 10, 11, 12 and 13), three garages, Central Plant North and the North Receiving Building. Once again, building upon established Compaq design elements, CCA11 is the first facility to feature extensive use of natural light in the center of the building. A double atrium will help the company lower energy consumption and costs.

## Compaq Center East

In 1989 Compaq bought an additional 744 acres (298 hectares) adjacent to its original campus to accommodate future growth. Plans for this property include administration and manufacturing facilities with accompanying parking garages to house an additional 12,000 employees.



Compaq headquarters.



An aerial view of a portion of Compaq headquarters.

# International facilities

The first structure planned is a 14-story office building to accommodate 2,000 employees. The proposed administration buildings will be connected in pairs by spines (enclosed walkways).



Manufacturing facilities will be located north of Compaq Center Drive. Designed in pairs, each building will have about 430,000 square feet (38,700 square meters) and will house 1,000 employees. They will feature innovative techniques to maximize use of daylight on the factory floor and will also include large meeting areas.

The first phase of Compaq Center East includes Central Plant East, an innovative sewage treatment plant, a water plant, a power plant to supply electricity to the entire site and a detention pond on the southeast corner of the property.

When all construction is complete, only about 40 percent of the property will be developed. The rest will either remain natural and serve as a wildlife corridor or be landscaped.

## Scotland

The third and final phase of construction on the 40-acre Erskine, Scotland, manufacturing site is nearing completion. This third-phase expansion, which includes a production area, two additional office blocks and

a cafeteria and dining area, adds 260,000 square feet (23,400 square meters) of space to the existing 284,000 square feet (25,560 square meters).

The buildings were designed to resemble Compaq facilities worldwide. They include metal panels, glass barrel vaults and other features familiar to Compaq buildings. The Erskine facilities are distinctive, yet harmonize in a country known for its ancient stone castles.

Another recent addition to the Erskine site is a Welcome Centre. Located on the ground floor of the second-phase buildings, it accommodates the thousands of visitors from all parts of Europe who tour the facilities each year.



The Scotland facility and its symbolic granite sculpture, represents computerization, human creativity and the Compaq partnership between Scotland and the United States.

## Spain

Compaq recently purchased property in Las Rozas, an office park under development outside Madrid, Spain. This will be the first company-owned sales and marketing office. All other sales offices – which support Authorized Dealers and are located throughout the United States and in most major cities in developed countries – are leased.

Compaq is working with a team of Houston and Spanish architects, engineers and a project management group to design and construct the building. Construction of Phase I will begin this summer and should be complete within a year. Plans call for 45,000 square feet (4,050 square meters) of office space, which will accommodate 130 people. The 35,000-square-foot (3,150-square-meter) Phase II will bring the total number of employees to approximately 250. The project will be complete by 1995. Although Spanish design elements will be incorporated into the design, the building will include many of the design features that make Compaq buildings unique, such as ribbon windows and barrel vaults.

## Singapore

With the yellow, orange and red stripe and its glass barrel vaults, the Compaq Singapore manufacturing facility in Yishun mirrors other company-designed buildings. Yet this building has something the others don't – the approval of a Chinese Fung Soy, a seer in the ancient Chinese tradition of harmony between human-built structures and the natural world.

The Fung Soy made several recommendations which have been incorporated



The Singapore facility mirrors other Compaq buildings, but the landscaping is unique in that there are many beautiful waterfalls and fountains.

into the buildings, such as planning a series of fountains and waterfalls that allow water to be contained within the building. If the waters ran out of the building, it would signify profits flowing out the door, the Fung Soy explains.

A new satellite town, Yishun is in northern Singapore. This site was chosen for the availability of additional land if needed and its close proximity to public transportation.

The building is the company's first multi-story manufacturing facility, due to the premium placed on land in Singapore. The building has generated wide interest and was featured in a Singaporean trade magazine, the *Building Review Journal*, as an example of "Innovation in technology and design."

Phase II of the facility is under design.

## Netherlands

The Compaq Distribution Center-Europe and International (DCE&I) is scheduled to open in the Netherlands in 1993. The building will be about 15 percent larger than the Compaq Distribution Center in Houston and will feature advanced equipment and materials management techniques.

The 80-acre (32-hectare) site in Gorinchem, 20 miles (32 kilometers) east of Rotterdam near major European shipping and transportation points, allows for expansion.

The DCE&I office block will house business activities beyond distribution operations – accounting, purchasing, information management, etc. – to increase its effectiveness. "Countrification," the process of configuring computers for particular countries by adding appropriate keyboards, power cords and manuals, also will be performed at DCE&I.

# Environmental awareness

**E**nvironmental sensitivity is a Compaq priority, and as the company continues to grow, so does its efforts to lessen its impact on the environment.

## Energy

Saving energy, by making the best use of fuels and electricity, is one way Compaq strives to meet its environmental responsibilities.

The use of daylight in Compaq buildings is an important part of the company's energy conservation effort. Consumption of electrical energy is dramatically reduced by making the most efficient use of natural light. Features such as barrel vaults, central atriums and other uses of glass add to the beauty of the buildings and allow maximum daylight to enter the buildings.

Extensive research turned up a double-pane glass that allows maximum daylight in while keeping most of the heat out.

Also, dimmers are used in newer manufacturing buildings to regulate the level of electric light in the buildings depending on the amount of available daylight.

Compaq goes to great lengths to discover ways to save energy. When research showed available light fixtures provided an unnecessarily high level of illumination, the company worked with the lighting industry to develop more efficient fixtures. The resulting fixtures use less than half the energy to light the same space.

Going even further in the move to save electricity, Compaq has installed solar-powered street lights on its Houston north campus. These high-tech lights gather and store the sun's energy throughout the day, then use that power to illuminate the street lights at night.



Solar-powered streetlights, located throughout the headquarter campus, are energy savers.



Compaq is committed to conserving the ecological system within Compaq Center East in Houston.

In addition to lighting, the company has designed energy-efficient mechanical systems into its buildings.

An incinerator at Houston headquarters burns nonrecyclable trash to create energy to heat and cool some Compaq buildings. This incinerator also reduces company trash that must be shipped to a landfill.

Compaq employees support the company's efforts to save energy by turning off lights and equipment during non-working hours.

Other energy-saving measures include: pre-set air-conditioning units which stop fans during the night, saving 33 percent of the electricity needed to power the system; devices that lower the amount of outside air allowed in the buildings, thereby lessening heating and cooling loads; and variable-speed motors that adjust to heating and cooling demand.

Compaq is continually upgrading its use of energy-saving measures and experimenting to find new ways to reduce energy consumption.

## Water

Several detention ponds are planned for the CCE campus to collect rainwater for landscape irrigation and flood control. Plans also have been made for a state-of-the-art sewage treatment plant. The water treated by this energy-efficient plant will be used for landscape irrigation and cooling tower needs.

## Recycling

Compaq commitment to the environment also is reflected in extensive recycling programs. The support of Compaq employees plays a large role in the success of these efforts.

### Paper recycling

In a campus-wide paper recycling program under way at the Houston headquarters, employees routinely separate office trash into two containers — one for recyclable paper, one for other waste. The paper is collected weekly and sent to a recycling center.

Paper from the Print Shop, shredders and office supply boxes also are recycled. Cardboard boxes used in the manufacturing process are burned in the company incinerator for energy conservation or sent to a recycler.

### Aluminum cans

Since 1988, Compaq has been recycling aluminum cans used in its Houston offices. The company is the largest recycler of aluminum cans in the Houston area. Recyclable can containers are placed in all Houston break rooms and conference rooms.

## Manufacturing by-products

As it works to reduce the amount of waste generated during its manufacturing process, Compaq recycles as much waste as possible.

While investigating ways to eliminate the use of chlorofluorocarbons (CFCs) in the manufacturing process, the company is meanwhile participating in a CFC recycling program. A cleaning agent, CFC is collected when

dirty, cleaned and re-used. When too dirty to be cleaned effectively by Compaq equipment, it is shipped to a CFC recycling center for additional processing.

Compaq also recycles flux and thinner, used to remove oxidized material from electrical leads and metal surfaces on printed circuit boards before soldering.

After use, the flux and thinner are sent to a "fuels blending program" for use as an alternative fuel source — instead of oil — at a cement kiln.

Oxidized solder dross, a byproduct resulting from the combination of solder and air, is shipped to a recycling program at a solder manufacturer. The dross is recycled into usable solder.

Compaq also recycles waste oil from manufacturing equipment, scrap boards and other materials.

The company recycles all material possible, including plastic, copper pipe, wire, fittings, corrugated material and wooden pallets. Compaq makes a strong effort to purchase recycled goods and uses recycled paper for most of its publications.



**COMPAQ**

# Yahoo! Compaq celebrates the Calgary Stampede

For 10 days each summer, the approximately 700,000 residents of Calgary, Canada, and thousands of visitors join in the revelry of the Calgary Stampede – also known as “the greatest outdoor show on earth.”

The Stampede is a yearly extravaganza; its primary attraction is always a rodeo featuring world-class bull riding, bareback and saddle bronc riding, steer wrestling, chuckwagon racing and other traditional rodeo contests. The majority of Calgary residents enjoy dressing up in their western duds, eating record amounts of corndogs and “Tiny Tom” donuts, riding rides and playing games of chance on the midway.

This year, Compaq Calgary joined in the fun, hosting a stampede breakfast for more than 600 of ComputerLand's customers. The guests were served buckwheat flapjacks, sausage and “joy juice” – champagne and orange juice.

“It was a great opportunity to greet customers on a more social basis, and to contribute to Calgary's world renowned reputation for hospitality,” says Bob Hohol, Compaq Canada Area Sales Manager.



At the Compaq Stampede Breakfast, from left, are Bob Gardiner, West Area Vice President, ComputerLand; Jerry Gagatsek, Compaq Dealer Sales Manager; Bob Hohol, Compaq Area Sales Manager; and Glenn Convey, Compaq Dealer Sales Representative.

## COMPAQ SYSTEMPRO recognized

The COMPAQ SYSTEMPRO PC system has been declared the overall winner by GCO Communications, an independent networking consultancy, in the “File Server Shoot-Out” held recently at the Networks '91 Show.

According to GCO, the judges looked for the best all-around performance system to be awarded “Best of Show.” Based on test results, the COMPAQ product was the clear choice.

The “File Server Shoot-Out” subjected leading PC file server systems from companies such as Apricot, IBM, ICL and Olivetti, as well as Compaq, to a battery of tests designed to stress a network and to analyze the performance of each component and sub-system. By varying the operations undertaken, as well as the record and file sizes, the tests were designed to deliver an accurate picture of how a system would perform in normal commercial use. The tests were particularly intensive with network loads exceeding those found on large 250-node office networks.

The competition tested file servers in pairs. All were configured with Novell's NetWare 3.11, with each file server supporting two Ethernet networks via Novell's EISA or 3Com's Micro Channel Architecture 32-bit network interface controllers.

## Price reduction improves affordability

Compaq recently announced suggested retail price reductions of up to 22 percent on the COMPAQ LTE and COMPAQ LTE/286 notebook PCs. This move continues the company's aggressive pricing strategy to increase market share in the growing notebook market segment.

The notebook PC market is expected to grow at a compounded annual rate

of 45 percent from 1990 to 1995, according to International Data Corporation.

Ross Cooley, Vice President, North America, explains that the new pricing will make the COMPAQ notebook PCs even more attractive to Fortune 1000 companies, small businesses and individuals. “These and other recent price reductions also reinforce Compaq's

ongoing commitment to offer customers competitive prices across our product line,” he adds.

The COMPAQ LTE and COMPAQ LTE/286 – the first 6-pound notebook PCs to offer full PC functionality – have won a total of 11 product awards voted by readers and editors of nine computer trade and business publications worldwide.

## Survey reveals Compaq is No. 1

When computer industry senior executives, outside directors and financial analysts were polled recently by *Fortune* magazine, they picked Compaq as the number one computer and office equipment company in the areas of quality of products and management, innovation and wise use of corporate assets.

The ninth annual Corporate Reputations Survey was conducted

by Erdos & Morgan Research Service and commissioned by *Fortune* magazine.

“I am pleased that American business leaders recognize the inherent quality in COMPAQ products and in Compaq as a company,” says Eckhard Pfeiffer, Compaq COO. “We have superior managers who lead by using consensus management and teamwork. The result is our ability to design innovative

products with extraordinary performance, reliability and compatibility, which we support with outstanding service programs.”

The executives polled were asked to rate companies with sales of at least \$500 million in their own industry on eight attributes of reputation using a scale of 0 to 10. Overall, Compaq ranked third behind IBM and Hewlett-Packard.

## Flirting with the Alps

# Pedestrian rally held at Compaq picnic

MANUELA DOERKEN  
Compaq Germany

The fun started early July 13 as Compaq Germany employees boarded buses on their way to the Compaq Picnic 1991. The destination was Kriin, a small village in the Austrian Alps near Garmisch-Partenkirchen.

A Bavarian band welcomed the cheerful crowd under a blue sky and a shining sun. "Brotzeit," a Bavarian specialty food, fortified the group for what was ahead. While enjoying the meal, Kurt Dobitsch, Compaq Germany Sales and Marketing Director, promised to make this Compaq picnic an unforgettable day.

Employees and their family members were organized into 21 teams for a pedestrian rally, similar to an obstacle course. Six stations — featuring different tasks — were posted in the area. Competitors wasted no time sawing wood and testing their archery aim. Some even caught gold fever as they dug for the precious metal!

The adults found these activities interesting, but the children were much more enthusiastic about the balloons they let fly and the painting contest under the direction of Pepino the Clown.

After the excitement, the group gathered to enjoy a huge buffet of delicious regional specialties.

That evening, reminiscent of the Olympic Games, the best of the day were honored with prizes. Finally, as the band started to play, nobody could stay still any longer — the group danced the night away.

All who attended agree that Kurt held his promise — it was an unforgettable day, a real flirtation with the Alps!



# COMPAQ

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